

Message Text

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PAGE 01 BANGKO 00885 170912Z

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SUBJECT: UNIVERSITY OF CALIFORNIA SYMPOSIUM
ON TOURISM

REF: A. STATE 278821; B. BANGKOK 19955

1. IN REFTEL B. WE RECOMMENDED THAT YOU CONTACT S.N. CHIB ABOUT KEY PACIFIC ISLANDERS WHO WOULD BE SUITABLE CANDIDATES FOR SYMPOSIUM ON TOURISM. SINCE REFTEL A. SAID THAT PARTICIPANTS FROM SOUTHEAST ASIAN COUNTRIES WOULD BE WELCOMED, WE SUGGEST AN INVITATION TO CHALOEMCHAI CHARUWAT, THE DIRECTOR GENERAL OF THE TOURIST ORGANIZATION OF THAILAND.

2. EMBASSY BELIEVES CHALOEMCHAI CAN CONTRIBUTE SIGNIFICANTLY TO A SYMPOSIUM ON THE SOCIAL AND ECONOMIC IMPACT OF TOURISM. HE HAS SERVED AS HEAD OF TOT SINCE 1960. CHALOEMCHAI HOLDS THE RANK OF LT. GENERAL IN THE ROYAL THAI ARMY FROM WHICH HE IS ABOUT TO RETIRE, SO FOR MOST OF THE PERIOD HE HAS SERVED AS HEAD OF TOT HE HAS ALSO HAD OTHER RESPONSIBILITIES, INCLUDING FOR A TIME OFFICIAL SPOKESMAN FOR THE GOVERNMENT. TOURISM HAS BEEN HIS MAJOR INTEREST IN RECENT YEARS.

3. DURING THE TIME OF CHALOEMCHAI'S LEADERSHIP OF THE TOT, TOURISM HAS SHOWN A REMARKABLE GROWTH AND IN 1973 THE COUNTRY EARNED ALMOST AS MUCH FOREIGN EXCHANGE FROM TOURISM AS IT DID FROM ITS PRINCIPLE COMMODITY EXPORT, RICE. THE EXPANSION OF TOURISM IS A MAJOR COMPONENT OF THAILAND'S DEVELOPMENT PROGRAM. SOCIAL
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CONSEQUENCES OF TOURISM HAVE BEEN A SUBJECT OF CONTROVERSY

IN THAILAND AND GEN. CHALOEMCHAI IS WELL VERSED ON THIS ASPECT OF TOURISM ALSO.

4. GEN. CHALOEMCHAI RECEIVED PART OF HIS EDUCATION IN ENGLAND AND SERVED ON THE STAFF OF THE THAI EMBASSY IN WASHINGTON FOR FOUR YEARS. HE SPEAKS ENGLISH WELL AND IS EXPERIENCED IN SPEAKING BEFORE GROUPS.
KINTNER

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